



# CITY COUNCIL

## Administrative Oversight and Land Use Committee

**Monday, April 20, 2009  
Meeting Report**

**Attendance:** M. Baez, S. Marmarou Chair

**Others Attending:** S. Katzenmoyer

The meeting was called to order at 5:52 pm by S. Marmarou, Chair.

### **I. Interviews**

#### **Cynthia La Sota (reappointment – Historical Architectural Review Board)**

Mr. Marmarou questioned why Ms. La Sota was interested in being reappointed to HARB. Ms. La Sota stated that she is a lifelong City resident. She stated that her property is on the boundary of an historic district. She stated her belief that the addition of historic districts has helped improve the City.

**The Administrative Oversight Committee agreed to recommend the reappointment of Ms. La Sota to the Historical Architectural Review Board.**

#### **Robert Heebner (reappointment – Stadium Commission)**

Mr. Marmarou noted Mr. Harrity's request for additional funding for the Commission. Ms. Katzenmoyer explained that the annual allocation is paid to the Reading Phillies for capital improvements. Mr. Marmarou noted that he is working on funding from an outside source.

Mr. Marmarou questioned if Mr. Heebner enjoyed working with the Stadium Commission. Mr. Heebner noted that he does enjoy the work. He noted the Commission's commitment to giving free tickets to Reading School District students.

**The Administrative Oversight Committee agreed to recommend the reappointment of Mr. Heebner to the Stadium Commission.**

### **Donna Reed and Carl Brown (appointment – Pagoda Foundation)**

Ms. Reed explained that the first duties of the Foundation will be to draft by-laws, etc. to allow the Pagoda to be self-sustaining. She stated that the Foundation should be a separate 501 C (3) and that the City should own the Pagoda but the Foundation maintain it.

Mr. Marmarou questioned using volunteers at the Pagoda. Mr. Brown and Ms. Reed indicated that volunteers are being utilized along with paid staff. Mr. Brown noted that Pagoda - Skyline staffs the gift shop with volunteers.

Mr. Marmarou stated his belief that the Foundation should be made up of representatives of the surrounding municipalities as well as the City. Mr. Brown noted that he lives in Muhlenberg Township.

Ms. Reed stated that now that the renovations are complete its important to begin working on the Foundation. She suggested that the rental fee be increased and that an admission should be charged to enter the upper floors. She noted that \$30,000 was raised through Pagoda Pennies and suggested continuing with public/private partnerships for funding. She stated the importance of the Pagoda being prepared for an increase in tourism after “The Last Airbender” movie opens and noted the need for national marketing for this tourist attraction.

**The Administrative Oversight Committee agreed to recommend the appointment of Ms. Reed and Mr. Brown to the Pagoda Foundation.**

### **Marcia Schmehl (reappointment – Disruptive Conduct Review Board)**

Ms. Schmehl was not present. Ms. Katzenmoyer will reschedule the interview. She indicated that this is the second time Ms. Schmehl has not attended her scheduled interview.

### **Mike Reinert (appointment – Pagoda Foundation)**

Mr. Marmarou questioned why Mr. Reinert is interested in serving on the Pagoda Foundation. Mr. Reinert stated that he is a lifelong resident of Berks County. He stated that the Pagoda represents this community and he has been active with Pagoda – Skyline for many years. He stated his vision that the Foundation would assist the City to maintain the Pagoda.

Mr. Marmarou questioned if Mr. Reinert would object to non-City residents serving on the Foundation. Mr. Reinert stated that he would not object as he is a resident of Wyomissing. He stated his belief that the wider community should be involved.

Mr. Marmarou questioned if volunteers could be better utilized at the Pagoda. Mr. Reinert noted that the gift shop is operated by volunteers from Pagoda – Skyline.

Mr. Reinert noted that Pagoda – Skyline has received a \$50,000 bequest to be used for a project at the Pagoda. He noted his hope that a museum could be located on the third floor including the history of the Pagoda, artifacts and a DVD. He also noted his willingness to share a percentage of the proceeds from the gift shop with the Foundation and his thoughts on sponsors with plaques on each of the 87 steps. He also noted the need to charge admission to gain access to the upper floors.

**The Administrative Oversight Committee agreed to recommend the appointment of Mr. Reinert to the Pagoda Foundation.**

The Administrative Oversight Committee adjourned at 6:35 p.m.

Respectfully Submitted by,

*Shelly Katzenmoyer,*  
Deputy City Clerk